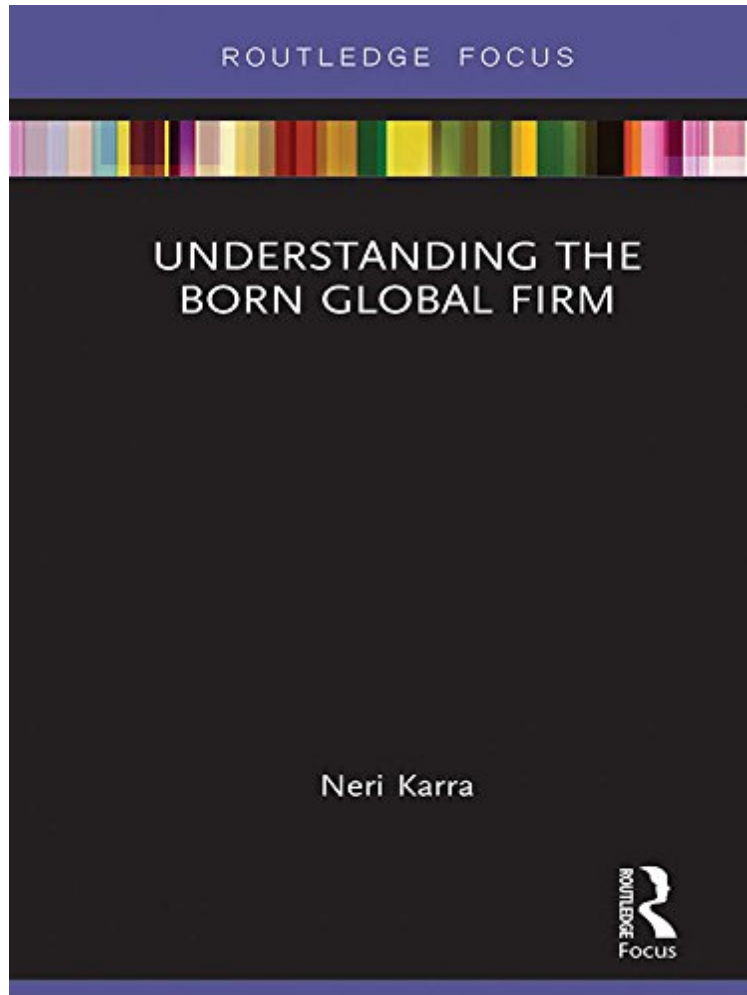


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## Understanding the Born Global Firm (Routledge Focus on Business and Management)

*Neri Karra*

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**Neri Karra : Understanding the Born Global Firm (Routledge Focus on Business and Management)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding the Born Global Firm (Routledge Focus on Business and Management):

The challenges and opportunities that are presented to both small and medium-sized enterprises have changed dramatically in recent decades as the world's economy becomes more globalised. The policies of open borders, a decrease in protectionism and the demise of the nation-state, have enabled small and large firms to engage in international activity from the outset. Understanding the Born Global Firm, combines the many different theoretical perspectives on born globals that have been previously researched, providing a unified framework to connect the

antecedents, types and outcomes of entrepreneurial activities pursued by such new ventures. A central case study of an international fashion firm which operates in over nine countries, runs through the text, highlighting the formation and success of born globals and the importance of cultural competence. This book will be invaluable to post-graduate students in the field of international business; entrepreneurship; ethnic entrepreneurs; global entrepreneurship, and international networks.

“Neri Karra’s personal and in-depth exposition of fascinating enterprise is highly compelling. The treatment of the birth and growth of this enterprise is explained analytically, and with the use of theoretical constructs. A must read for any student of the international enterprise. The writing style is engaging and informative.” - Professor S. Tamer Cavusgil, Callaway Professorial Chair, Georgia State University, Atlanta, USA  
About the Author  
Neri Karra is an Associate Professor in Entrepreneurship at IESEG University in France. She is also the founder of the Neri Karra luxury fashion brand.